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Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 AGR-01 STRE-00 STR-07 EB-08 COME-00
TRSE-00 OMB-01 L-03 SP-02 CIAE-00 INR-10 NSAE-00
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----------054339 180900Z /11
P 180820Z APR 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 7170

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PASS AGRICULTURE AND STR ELECTRONICALLY

E.O. 11652: NA
TAGS: EAGR, ETRD
SUBJ: STRAUSS/USHIBA FOLLOW-UP: JAPANESE BEEF TEAM

1. SUMMARY: MAF MEAT AND EGG DIVISION DIRECTOR MOTAI CALLED IN ASST AGATT APRIL 17 TO INFORM HIM OF DATES (APRIL 22-MAY 10) FOR JAPANESE BEEF TEAM, PLACES TO BE VISITED AND TEAM MEMBERSHIP. MOTAI SAID MAF HAS PROGRESSED QUITE FAR ON STUDY OF WAYS TO "FACILITATE IMPORT OF" 10,000 TONS OF HIGH QUALITY BEEF, BUT NOT FAR ENOUGH TO INFORM US NOW OF SPECIFIC PROPOSALS. HE PROPOSED TENTATIVE DEFINITION OF HIGH QUALITY BEEF AND ASKED FOR REACTION BY CABLE FROM WASHINGTON SINCE WORK ON OTHER ELEMENTS DEPENDS, TO SOME EXTENT, ON DEFINITION.

2. ASST AGATT MET WITH SHIGERU MOTAI, DIRECTOR OF MEAT AND EGG DIVISION, ANIMAL INDUSTRY BUREAU (AIB) APRIL 17 TO DISCUSS MAF PLANS FOR BEEF MISSION TO U.S. MOTAI WAS ACCOMPANIED BY MATSUNOJYO FURUSAWA, COUNSELOR, AIB, JYUNICHI MIZUSUNA, MEAT & EGG DIV., AIB, AND YASUO ENDO, TRADE AND TARIFF DIVISION, INTERNATIONAL AFFAIRS DEPARTMENT, ECONOMIC AFFAIRS BUREAU. BEEF TEAM WILL CONSIST OF 3 GOVERNMENT AND 2 LIPC OFFICIALS AND 4 INDUSTRY REPRE-
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SENTATIVES AS FOLLOWS: HIROYA SANO, SENIOR COUNSELOR, AIB, JYUNICHI MIZUSUNA, MEAT & EGG DIV., AIB, AND ONE YET TO BE NAMED PERSON FROM INTERNATIONAL AFFAIRS DEPARTMENT, ECONOMIC AFFAIRS BUREAU. LIPC REPRESENTATIVES WILL BE ICHIRO YAMASHITA, DIRECTOR, AND KUNIHARU MORITA, CHIEF, MEAT SECTION. INDUSTRY REPRESENTATIVES ARE: TADAO MAKINO, VICE CHAIRMAN, JAPAN MEAT COUNCIL, TAKEO TAKANO, DIRECTOR,

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NATIONAL FEDERATION OF MEAT RETAILERS COOPERATIVE ASSOCIA-
TIONS, SHOZABURO KONDO, EXECUTIVE DIRECTOR, TOKYO MEAT
WHOLESALE MARKET CO., LTD., AND TADASHI NISHIYAMA, CHAIR-
MAN, MEAT IMPORTERS COUNCIL.
3. THE FIVE OFFICIALS FROM MAF AND LIPC PLAN TO LEAVE
JAPAN ON SATURDAY, APRIL 22, ARRIVE IN WASHINGTON, D.C.
SAME DATE AND WANT TO BEGIN DISCUSSIONS MONDAY, APRIL 24.
THEY HOPE TO JOIN INDUSTRY MEMBERS IN DENVER ON APRIL 29
TO BEGIN PROGRAM COVERING DENVER, GREELEY, OMAHA, SAN
ANTONIO (MAY 5, 6 AND 7 DESIRED) AND LOS ANGELES. PROGRAM
IN DENVER IS ESSENTIAL THEY SAID, BUT OTHER CITIES CAN BE
CHANGED IF WE HAVE BETTER SUGGESTIONS.

4. ON THE FIELD TRIP, TEAM WANTS TO SEE REPRESENTATIVES
OF U.S. MEAT EXPORT FEDERATION, NATIONAL CATTLEMEN'S
ASSOCIATION AND WESTERN STATE MEAT PACKERS ASSOCIATION.
IN ADDITION, THEY WANT TO SEE COW-CALF OPERATIONS, FEEDER-
CALF MARKET, FEED LOTS, STOCKYARDS, PACKING HOUSES, TRANS-
PORT FACILITIES AND DEPOTS FOR HANDLING MEAT, MIDDLEMEN
OPERATIONS, SUPERMARKETS AND SPECIALIZED BUTCHER SHOPS
AND (AT SUGGESTION OF ASST AGATT) MEAT HANDLING FOR HOTEL
AND HIGHER PRICED RESTAURANT CHAINS. TEAM IS OPEN TO
SUGGESTIONS AND ALTHOUGH THEY EXPECT AGRICULTURAL COUNSELOR
UNNO TO SET UP SCHEDULE, THEY REQUESTED MAXIMUM ASSISTANCE
FROM FAS. THEIR OWN SPECIFIC IDEAS INCLUDE MONTFORT AND
ALSO A SMALLER TYPE FEED LOT AND THE FOLLOWING IN OMAHA:
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HOW GRAIN-FED CATTLE ARE BOUGHT AND SOLD IN STOCKYARDS AND
HOW THEY ARE HANDLED DIFFERENTLY FROM CULLED COWS; A LARGE
SIZE, MIDDLE SIZE AND SMALL SIZE MEAT PACKING PLANT--FROM
SLAUGHTER TO FABRICATION INTO BEEF--AND USDA GRADING AND
YIELD SERVICE. FOR SAN ANTONIO THEY SPECIFICALLY MENTION-
ED FEEDER CATTLE MARKET.

5. FOR NEGOTIATIONS IN WASHINGTON, MAF OFFICIALS EMPHA-
SIZED THAT THEY WANT THESE TO BE STRICTLY GOVERNMENT-
TO-GOVERNMENT. ASST AGATT SAID HE UNDERSTOOD BUT IT MIGHT
BE NECESSARY TO BRING IN NON-GOVERNMENT EXPERTS FOR TECH-
NICAL MATTERS AND PRODUCER REPRESENTATIVES TO OBTAIN SUPPORT
FOR RESULTS OF MEETINGS. THEY ASKED TO BE INFORMED NOW WHOM
THEY ARE GOING TO BE MEETING WITH. ASST AGATT SAID THAT
HE WAS SURE THAT U.S. SIDE WOULD INCLUDE AT LEAST SCHROETER,
RIESZ AND MANNION. AFTER THIS MEETING, ENDO OF INTER-
NATIONAL AFFAIRS DEPARTMENT ASKED ABOUT RANK OF U.S. SIDE.
HE SAID MAF PROBABLY WOULD CONSIDER SANO APPROXIMATELY
EQUIVALENT TO USDA ASSOCIATE ADMINISTRATOR SAYLOR.
IMPLICATION WAS CLEAR THAT MAF EXPECTS U.S. SIDE IN WASH-
INGTON DISCUSSIONS TO BE HEADED BY U.S. OFFICIALS OF RANK
EQUIVALENT TO SANO'S.

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6. MOTAI SAID THAT THE THINKING OF JAPANESE SIDE ON THE DEFINITION OF HIGH QUALITY BEEF HAS DEVELOPED AND THAT ON THE BASIS OF THE DISCUSSION BETWEEN DR. MATSUSHIMA AND MR. MIZUSUNA, MAF SUGGESTS THAT HIGH QUALITY BEEF BE CONSIDERED TO BE EITHER OF THE FOLLOWING:

- A. GRAIN-FED CARCASSES OR CUTS FROM CATTLE GRAIN FED

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OVER A CERTAIN LENGTH OF TIME (PROBABLY 100 DAYS).

- B. TENDER LOINS, STRIP LOINS, RUMPS AND RIB-EYE ROLLS FROM CARCASSES OF GRADES OTHER THAN THOSE DESIGNATED FOR MANUFACTURING.

- MOTAI THEN COMMENTED THAT CATEGORY (A) IS BASICALLY THE SAME AS WHAT THE U.S. HAS BEEN THINKING ABOUT BECAUSE REGARDLESS OF CUTS, MEAT FROM GRAIN-FED CATTLE WILL BE OF HIGH QUALITY. CATEGORY (B) INCLUDED IN THE HIGH QUALITY DEFINITION BECAUSE LOINS, RUMPS AND RIB-EYE ROLLS HAVE BEEN TRADITIONALLY CONSIDERED HIGH QUALITY, AT LEAST IN JAPAN.

7. ASST AGATT REPLIED AS FOLLOWS: DEFINITION WILL BE FORWARDED TO WASHINGTON AT ONCE FOR THEIR REACTION. MAF SHOULD CLEARLY KEEP IN MIND THAT WE WANT TO AVOID ANOTHER SEMANTIC BATTLE DURING JAPAN MEAT TEAM VISIT AND NO MATTER WHAT HIGH QUALITY MEANS TO THEM, THEY SHOULD UNDERSTAND CLEARLY THAT WHEN U.S. ASKED FOR 10,000 TONS HIGH QUALITY BEEF, THEY MEANT SPECIFICALLY BEEF THAT COULD BE GRADED U.S. CHOICE OR PRIME AND THAT A DEFINITION WHICH WOULD

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INCLUDE AUSTRALIAN OR NEW ZEALAND BEEF THAT WAS NOT
EQUIVALENT TO CHOICE OR PRIME WOULD NOT BE ACCEPTABLE IN
WASHINGTON.
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8. MOTAI SAID MAF HAD PROGRESS QUITE FAR ON STUDY OF WAYS
TO FACILITATE IMPORT OF 10,000 TONS OF BEEF, BUT THAT HE
HAD NO PROPOSALS OR IDEAS HE COULD PASS ON NOW BECAUSE
INTERNAL CONSULTATION NOT YET COMPLETED. HE THEN BACKED
UP AND STRESSED POINT THAT AS RESULT OF DISCUSSIONS DURING
U.S. BEEF TEAM VISIT, JOB WAS NOW TO "FACILITATE IMPORT
OF" RATHER THAN TO "DEVELOP DEMAND FOR" 10,000 TONS OF
BEEF.

9. REQUEST FAS RESPONSE ON FOLLOWING POINTS:

- A. IS ITINERARY ACCEPTABLE AND CAN ADEQUATE PROGRAM
BE WORKED OUT BETWEEN FAS AND AGRICULTURAL COUNSELOR UNNO?
- B. WHO WILL MEET WITH THE JAPANESE TEAM FOR NEGOTIA-
TION IN WASHINGTON AND FOR MEETINGS IN DENVER?

- C. WHAT OTHER ORGANIZATIONS BESIDES THOSE MENTIONED
ABOVE SHOULD THE JAPANESE TEAM SEE? THEY REQUEST FAS
ASSIST UNNO IN MAKING THE APPOINTMENTS.

- D. RESPONSE ON MAF DEFINITION OF HIGH QUALITY BEEF.
MANSFIELD

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Message Attributes

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TAGS: EAGR, ETRD, US, JA
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